NOTICE OF 2026 ANNUAL MEETING OF SHAREHOLDERS AND AVAILABILITY OF MATERIALS

DATE, TIME AND PLACE

WHEN: Tuesday, May 12, 2026
TIME: 11:00 a.m.
WHERE: Virtual meeting via live audio webcast: https://www.groupetva.ca/finances/resultats-publications

NOTICE AND ACCESS

As permitted by Canadian securities regulators, TVA Group Inc. (the "**Corporation**") is using notice and access to deliver its 2026 Management Proxy Circular (the "**Circular**"), and its annual financial statements and related management's discussion and analysis for its financial year ended December 31, 2025 (together with the Circular, the "**Meeting Materials**"). This means that instead of receiving a paper copy of the Meeting Materials, you are receiving this notice, which provides information on how to access these Meeting Materials online. You will also find below information on how to request paper copies of these Meeting Materials if you prefer. A form of proxy or a voting instruction form is included with this notice, and each includes instructions on how you can vote your shares at the 2026 Annual Meeting of Shareholders of the Corporation.

BUSINESS TO BE TRANSACTED AT THE MEETING

- Receive the consolidated financial statements of the Corporation for the year ended December 31, 2025, and the external auditor's report thereon (for details, see subsection "Financial Statements and External Auditor's Report" under the "Agenda of the Meeting" section of the Circular).
- Elect the directors (for details, see subsection "Election of Directors" under the "Agenda of the Meeting" section of the Circular).
- Appoint the external auditor (for details, see subsection "Appointment of the External Auditor" under the "Agenda of the Meeting" section of the Circular).
- Transact such other business as may properly be brought before the meeting or to any adjournment or postponement thereof (for details, see subsection "Other Business" under the "Agenda of the Meeting" section of the Circular).

ACCESSING THE MEETING MATERIALS ONLINE

The Meeting Materials and other relevant materials are available on:

The Website of the Corporation www.groupetva.ca/finances/resultats-publications	SEDAR+ www.sedarplus.ca

HOW TO REQUEST A PAPER COPY OF THE MEETING MATERIALS

Upon request, the Corporation will provide a paper copy of the Meeting Materials to any shareholder, free of charge, for a period of one year from the date the Meeting Materials were filed on SEDAR+.

In order to receive paper copies of the Meeting Materials in advance of the deadline for submission of voting instructions (currently scheduled for 5:00 p.m. (EDT) on May 8, 2026) and the date of the meeting, shareholders should take into account the three business day period for processing requests, as well as typical mailing times. It is estimated that the request for paper copies of the Meeting Materials must be received by April 28, 2026, to allow sufficient time for processing and mailing prior to the date of the meeting.

For information on the notice and access procedures or to request paper copies of the Meeting Materials, call toll-free 1 888 433-6443 or, if you are outside Canada, 416 682-3801.

VOTE

Please note that you cannot vote by returning this notice.

Class A common shareholders ("Class A Shareholders") are reminded to read the Circular carefully before voting their shares.

Class A Shareholders, Class B, participating, non-voting shareholders ("**Class B Shareholders**") and other interested parties will be able to listen to the meeting by clicking on **https://www.groupetva.ca/finances/resultats-publications** which will be available the day of the Meeting. Class A Shareholders will not be able to vote during the audio webcast. Class A Shareholders and Class B Shareholders will be able to ask questions by emailing them in advance to questionsAGA@tva.ca at the latest by Friday, May 8, 2026, at 5:00 p.m. (EDT), or during the meeting via the online platform.

The Corporation encourages all Class A Shareholders to vote in advance by proxy, by fax, by mail or by email by following the instructions appearing on the form of proxy or voting instruction form. To be valid, your instructions must be received by the Corporation's transfer agent, TSX Trust Company, no later than Friday, May 8, 2026, at 5:00 p.m. (EDT).

BY ORDER OF THE BOARD OF DIRECTORS

/s/ *Marie-Pierre Simard*

Marie-Pierre Simard
Senior Vice-President and Corporate Secretary

Montréal, Québec
March 16, 2026